



The World is Open for Your Business

Let the U.S. Commercial Service
connect you to a world of opportunity.

Barbara Banas
International Trade Specialist



Our Mission

1. To promote the export of goods and services from the US, particularly by small and medium size companies
2. To represent US business interests internationally, and
3. To help US businesses find qualified international partners



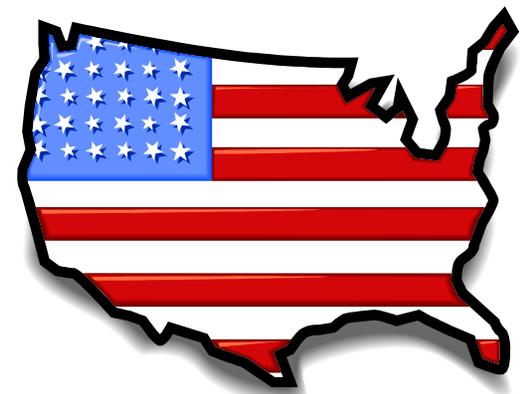
Our Global Network of Trade Professionals Opens Doors that No One Else Can.



- The US Commercial Service has offices all over the world.
- On the **domestic front**: we are located in *almost* every US state, with over 100 offices nationwide.
- **Internationally**, we have offices in 78 countries.
- Our trade specialists on the international front sit in the US Embassies and Consulates around the world.

Domestic Network

- On the domestic side, Trade Specialists are primarily responsible for outreach to companies in their respective states and industries.
- Trade Specialists on the domestic side, often act as liaisons between the US company in their state and our Embassies and Consulates overseas.



Typical Initial Counseling involves:

- Meet one-on-one with the US company to discuss their individual marketing strategies
- Provide market research reports and help companies gain valuable knowledge on their top potential markets
- Discuss market entry strategies
- Finding viable overseas business partners

The US Commercial Service can help companies to:

1. Evaluate International Competitors
2. Identify and comply with legal and regulatory issues
3. Locate and screen foreign reps/distributors and agents
4. Understand the shipping process
5. Assess trade finance needs
6. Learn about cultural issues and business protocol
7. Settle disputes



Real Results: Dredging Supply Company

Louisiana-based manufacturer Dredging Supply Company (DSC) shipped its \$3.5 million dredge on schedule thanks to U.S. Commercial Service assistance in getting an emergency permit issued for the shipment, saving DSC \$200,000.

“I can’t thank the [U.S.] Commercial Service enough... If we had missed this ship, it would have cost us hundreds of thousands of dollars in penalties and heavy equipment fees, not to mention the goodwill of our buyer in the UAE.”

— Charles Sinunu
International Sales Director
Dredging Supply Company

Four Broad Categories of How We Can Help You Increase Your International Sales

1. Business Matchmaking
2. Market Intelligence
3. Trade Promotion Events
4. Commercial Diplomacy



Business Matchmaking

Connect with the right partners and prospects.



Gold Key Service

Interested in pre-screened appointments arranged before you go overseas?

- The U.S. Commercial Service can help you find potential overseas agents, distributors, sales representatives and business partners.

Gold Key Service offers:

- Customized market and industry briefings with our trade specialists
- Timely and relevant market research
- Appointments with prospective trade partners in key industry sectors
- Post-meeting debriefing with our trade specialists and assistance in developing appropriate follow-up strategies
- Help with travel, accommodations, interpreter service, and clerical support

Business Matchmaking

Connect with the right partners and prospects.



International Partner Search:

- Put our team of experts in over 75 countries to work finding you the most suitable licensees, distributors, agents, and strategic partners.
- You provide your marketing materials and background on your company. We use our strong network of international contacts to interview potential partners and provide you with a list of up to 5 pre-qualified partners.



Real Results: Old Mother Hubbard

Massachusetts-based pet food manufacturer Old Mother Hubbard secured a distributor in Singapore and projects \$300,000 in first-year sales.

“The U.S. Commercial Service business matching services were invaluable in helping our company accelerate plans for exporting to Singapore. I met with many potential distributors and was provided with relevant market intelligence that helped us quickly determine who would be best to partner with in Singapore.”

— Michael Cole
International Distribution Manager
Old Mother Hubbard

Market Intelligence

Target the best trade opportunities.

- **Country Commercial Guides**
 - Leverage reports, prepared annually by U.S. Embassy staff, containing information on the business and economic situation of foreign countries and the political climate as it affects U.S. business and investments.

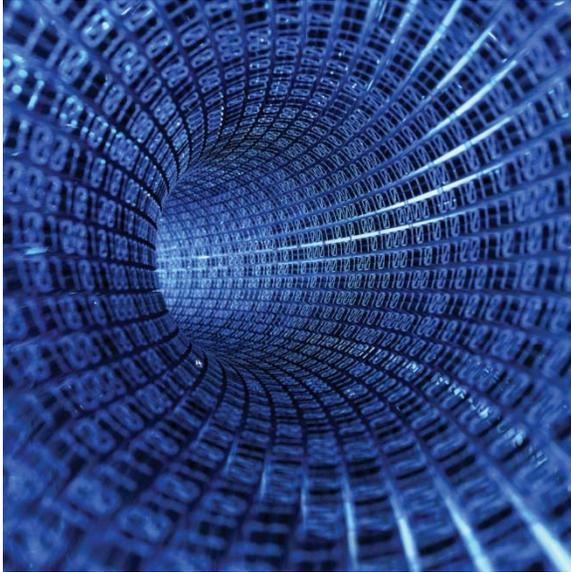
- **Customized Market Research**
 - Get specific answers to your specific international business questions.



Market Intelligence

Target the best trade opportunities.

- **International Company Profile – (Background Reports)**
 - Learn about potential partners from our trade professionals working in your target markets.
 - Get detailed credit reports covering sales, profit figures, potential, liabilities, and other financial information.
 - In short, a due diligence report.
- **Trade Data and Analysis**
 - Obtain the latest annual and quarterly trade data by country, state, commodity, and year.
 - Find industry-specific trade data and analysis.
 - Get country-specific tariff and trade agreement information.



Real Results: Dartware, LLC

New Hampshire-based software company Dartware, LLC has leveraged U.S. Commercial Service market research, personalized matchmaking, and extensive trade counseling to connect with resellers in South Africa, Turkey, the United Kingdom, Hong Kong, and Singapore.

“We had a reseller in India tell us there is a 15 percent sales withholding tax. Right away I was on the phone with the U.S. Commercial Service asking, ‘Is this right?’ Within a week, we had the information we needed to eliminate that tax. That was a phenomenal service.”

— John Sutton
Director of Sales and Partner Development
Dartware, LLC

Trade Promotion Events

- Trade Missions
- US Pavilions
- Catalog Exhibitions
- International Buyer Programs
- Single company promotion
- FUSE (featured US exporter web promotion)
- Commercial News USA



49th INTERNATIONAL
PARIS AIR SHOW
LE BOURGET



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2011 HIGHLIGHTS

2,000+ exhibitors expected

150 exhibitors aircraft expected

EXHIBITOR SHOWCASE



U.S. Embassy France-U.S. Commercial Service

Products/Services: Government/Government Agency

Company Description:

The U.S. Commercial Service (USCS) is the trade promotion arm of the U.S. Department of Commerce. Our office at the American Embassy in Paris is part of a network that includes 108 Export Assistance Centers in the U.S., and offices in over 150 markets worldwide. Our specialists match U.S. companies with international business partners and opportunities, and offer business facilitation, counseling and market research services. The USCS is Your Global Business Partner: www.export.gov

Website: <http://www.buyusa.gov/fr>

Find U.S. Exhibitors

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Commercial Diplomacy

The Advocacy Center's mission is to:

***Level the international playing field for US Businesses
Competing Internationally***

- Since its creation in 1993, the US Government's Advocacy Center has helped hundreds of US companies--small, medium and large enterprises--in various industry sectors win government contracts across the globe.
- Although the Advocacy Center is housed within the US Department of Commerce it coordinates US Government advocacy support across 21 different federal trade-related agencies.

US Government Trade Advocacy

- The Advocacy Center helps to ensure that sales of U.S. products and services have the best possible chance competing abroad.
- Advocacy assistance is wide and varied but often involves companies that want the U.S. Government to communicate a message to foreign governments or government-owned corporations on behalf of their commercial interest, typically in a competitive bid contest.



The Advocacy Center and Multilateral Development Banks

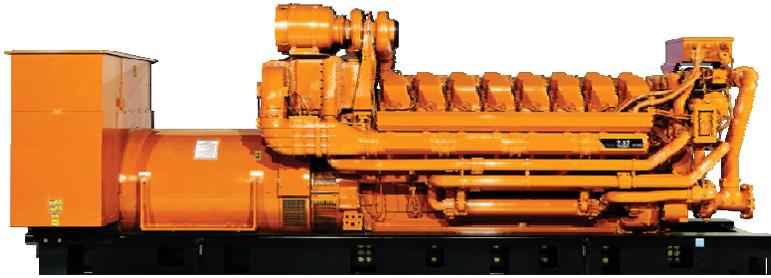
- **The Advocacy Center also has Commercial Service liaisons to five Multilateral Development Banks:**
- World Bank,
- Inter-American Development Bank,
- European Bank for Reconstruction and Development,
- Africa Development Bank and
- Asia Development Bank



The Advocacy Center and Multilateral Development Banks

- The Advocacy Center's Commercial Service liaisons assist U.S. firms and advocate on their behalf when they compete for Bank tenders.
- The liaisons counsel U.S. companies on how to work with the Banks and advocate on procurement and contracting issues to ensure fair and equal treatment for U.S. companies.





Real Results: Caterpillar, Inc.

Illinois-based Caterpillar, Inc. leveraged U.S. Commercial Service advocacy to ensure that it would be competing on an equal footing with their international competitors when bidding on \$58 million project in China.

“Without the resources of the U.S. government, the likelihood of success would have been greatly diminished. This is a great example of how having U.S. government backing for a project can bring additional credibility to the process when convincing potential buyers such as the Chinese to award a bid.”

— Jack Gehring
Director of International Service Division
Caterpillar, Inc.

US Government Trade Advocacy

- In short, the US Government through the Advocacy Center is your advocate!
- In pursuing foreign business opportunities, the Advocacy Center encourages companies to contact them early and often.



In Summary, Working Together We Can:

- Locate international buyers, distributors, and agents
- Provide expert advice at every stage of the export process
- Help you enter new markets faster and more profitably



Contact us today
to connect with a world of opportunity.

export.gov | 800.USA.TRADE

**U.S. Commercial Service—
Connecting you to global markets.**

